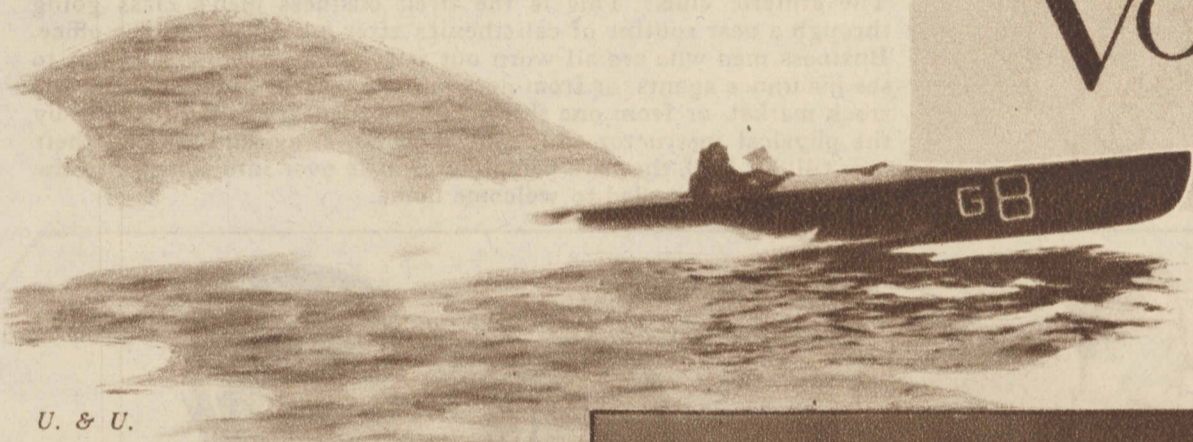




Use this
**HIGH-SPEED, SHORT-CUT
 ROUTE TO
 VOLUME SALES**



U. & U.



Picturing your product in beautiful Chicago Tribune rotogravure places an actual, two-dimensional sample of your merchandise in the homes and minds of more than a million able-to-buy Tribune families.



SNAIL'S pace selling is the bottleneck to mass production. High-speed methods in manufacturing demand a counterpart in sales. Style watches neither shelf nor warehouse. Turnover is the turbine that generates profits.

Chicago Tribune rotogravure matches the need of advertisers for accelerated volume sales. Developed and perfected for the age of speed it serves, rotogravure supplies the demand for a medium that will step up the selling pace in line with manufacturing tempo.

Rotogravure penetrates the armor plate of consumer indifference with torpedo insistence. Roto-pictured selling messages, beckoning with more allure than words alone, start selling quicker. Color, line and form stir the imagination, heighten anticipation, urge early satisfaction of the swift-born desire.

Put the tremendous power of this high-speed, high-profit medium into your 1930 selling drive! Smash over your sales messages with this force that everybody understands, responds to. Reach with high-velocity returns the more than a million Sunday Tribune families who turn first to the roto section for news, entertainment, and merchandise. Ask a Tribune man for the details!



**CHICAGO
 TRIBUNE
 ROTOGRAVURE**

Speeds Your Messages to More Than 1,100,000 Families Every Sunday